



WELLTH

The Essential Sourcing Guide for Health & Wellness

**Celebrity
Drinkware**

**CrossFit
A Blueprint
For Life**

**Night
Sweats
The 24hr
Gym**

**AVOIDING
CHEESEBURGERS**

SEXERCISE!

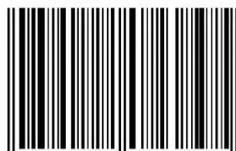
On The Road

**Benefits of
Physical Activity**

**THE POWER
OF MUSIC!**

What The Science Says

\$5.95 Issue #2



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BRANDSHOWERS



UE987
REFLECTA EXECUTIVE
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UE929
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WE ARE

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Bottles to the Stars

Retail trends inspired by Hollywood "A-Listers"



WB9229
ROCKLAND
VACUUM BOTTLE



WB9099
QUEENSWAY
GLASS BOTTLE



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WELLTH

The Essential Sourcing Guide for Health & Wellness

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ALWAYS

RETAIL PACKAGED



WB9030
ROCKIT SHINE

Box included at no extra cost!

WB8030
ROCKIT BPM



WE ARE **NOW**

editorial...

“Why the !@#\$\$% should we waste our time with a health and wellness program? It’s just a waste of money and manpower...”

You may have heard this crotchety refrain from an antiquated C-suite executive or two in your time – maybe more than a few times. It might be shortly followed up with a “how is this supposed to make us money?”, accompanied by a derisive snort or a rolling of the eyes. These people have “seen it all” and know “what really matters”. Everything else is “phony baloney”.

So why should they – or you bother to try to make them – pull their noses from their Balance Sheet to pay attention to the health of their workforce? Likely happiness is not a metric they desire much to measure, nor would employee satisfaction or engagement. But what about these facts?

- An employee retention rate of **94%**, over the national average of **62%**.
- **\$3.27** reduction in medical costs for every **\$1** spent.
- A **28%** reduction in sick leave.



Alex Morin
Executive VP Sales & Marketing

How about that? Do you think that would get their attention?

Those that still answer no might not matter anyway – they might already be too busy navigating their respective Titanics into collisions with proverbial flaming Hindenburgs. But for the remainder the reluctance might only be an issue of implementation; a fear of a messy, complicated process that will be no end of trouble.

But that doesn’t have to be the case at all. Special health and wellness consulting firms exist for that very purpose and offer programs of all sizes, variations and costs. Besides that, there are a number of not-for-profit organizations – like Canada’s ParticipACTION, with their www.UPnGO.ca initiative – whose passion and expertise can offer an instant framework for companies looking to implement a wellness program.

It doesn’t even have to be that complicated, in fact. Don’t confuse health and wellness with fitness – it’s about all levels of personal well-being; physical, mental and emotional. Often you need only to ask your employees what’s missing in their work/life balance to get all the answers you need. They might tell you that, between their family, work and their daily commute they can’t find the time (or the room in the budget for gym membership fees) to do even a simple workout. Or that the pressures of their job functions, the incumbent byzantine company policies

and interpersonal politics are getting to them in ways that affect their productivity. Or maybe they just need a little time to talk to someone with no other agenda, or access to a little financial counselling.

The point is that you often need only to ask the questions to get the answers you seek. After that it is simply a journey in which you may seek only to become informed, enlightened and to enjoy. That's what we envisioned in the creation of this magazine – a simple and entertaining step along the pathway to a healthier work/life balance.

Other key steps along the way? How do you go about planning a health and wellness program? Here are some simple tips to get you started:

- 1. Get senior-level support. A buy in at the C-level will not only ensure the proper resources being made available, but show the staff that they actually care about them. That builds trust and belief in the program, and goes a long way towards a mental and emotional wellness initiative in itself.*
- 2. Form a wellness team from all levels of the company. That helps to create the environment, and makes it inclusive – fostering the kind of teamwork and comraderies that all high-functioning companies actively covet.*
- 3. Use data to show ROI. Choose simple KPIs to keep it within scope; sick days, health spend, etc. These metrics likely exist already within your company – put them to use in a positive manner.*
- 4. Form a plan – start with a vision statement. A simple declaration that the company cares about and values its employees is a great place to start. Listen to your heart from there.*
- 5. Stay committed to the course. Provide a budget that makes sense to you and keep it going. Use the opportunity to brand the program in a manner that is conducive to the values and vision of the company. Provide support and offer tangible reminders of your company's commitment to its employees; newsletters, t-shirts, mugs... a simple handshake and a hearty congratulations, whatever. Scale it to your organizational needs.*
- 6. Choose appropriate activities; be inclusive. Listen to the needs and desires of your employees – ask them. Remember again that health and wellness is not merely fitness. Consider using resources to provide emotional and mental health support. After all, not everyone wants a bench on which to curl weights upon, but we can all use the occasional ear to bend.*

So get their attention. Cut the phony baloney - your employees are worth it. You may just find that the ROI goes beyond a noticeable increase in smiles-per-employee – it may show up on the company Balance Sheet as well.

Staying Wellthy...



“Not everyone does yoga. Doesn’t this put a cap on the yoga mat market?”

Most people think that you have to be a yoga expert to use a yoga mat. But the reality is that there are so many additional uses for yoga mats. For instance, I use them for stretching. Every morning, I start my day by doing a series of stretches and warm-ups. Whether I’m dropping to my knees to enjoy the added padding of the mat or I’m jogging on the spot, the yoga mat provides a comfortable spot for me to tune-up for the day. Yoga mats are also terrific for sit-ups, crunches, push-ups, planking, and all other ground-based exercises.

I wouldn’t be caught dead wearing a “fanny pack.” Are they really coming back into style?

Not only are fanny packs back in style according to fashion magazines and catwalks across Europe, they’re trending in all age groups. Not allowed to wear your backpack on the roller coaster at your favourite amusement park? Well, you’re allowed to wear a “fanny pack,” which is the perfect place to store your phone, some money, and your car keys. Plus, the zippered pocket will prevent your valuables from ending-up scattered all over the park. Or how about for concerts? “Put your arms in the air

and wave ‘em round like ya just don’t care.” Kind of hard to accomplish that with your Michael Kors purse around your shoulder. And if you’re still not sold, then consider the fact that even the name of the product has changed. While you may still be embarrassed to rock the “fanny pack,” it’s a lot cooler to be rocking a “running belt!”

Help me understand why anyone would want to use a glass water bottle at the gym. Won’t they just shatter if dropped?

Surely you’ve heard and read many a story about the perils of chemicals in plastic water bottles?! It seems that we’re discovering a potentially hazardous chemical on a daily basis, whether that’s BPA or some other newfound acronym. But switching to a glass water bottle may well alleviate some of those fears. Glass water bottles provide a safe means of keeping your water fresh, without the fear of contamination of chemicals in the plastic. Additionally, they are easier to clean than plastic bottles and stay crystal clear much longer than their plastic counterparts. But they break, right? Well, that’s not always true. Recent advancements in design are resulting in sturdier and more resilient glass options. Tight silicone wraps as seen on the WB9099 and the WB9480 are adding a level protection hitherto unknown to the category. As a result we’re seeing more

and more glass water bottles making their way into yoga studios and gyms everywhere.

Health and safety should go hand-in-hand. Do you have any health-related products that are aimed at creating a safe work out environment?

Life’s busy! For a growing number of people, the only time to work out is late at night – when it’s normally dark outside. And for those that chose to run, bicycle, walk, or jog that means navigating unlit streets and dark paths. Fortunately, there are a bevy of health-related products that address these concerns. Using reflective material is a terrific way to become more visible when running near or on a road. Many suppliers are adding reflective piping to wellness products for that exact reason. Take the BT3811 bicycle repair kit for instance. Its reflective strips are built directly into the case, and are specifically designed to reflect the glare of oncoming headlights. But other suppliers are taking it a step further by incorporating flashing LED lights right into their wellness products. Both the FL6986 shoe clip and the N9198 running belt have built-in flashing LED lights, designed to let the world know where you are. So – yes – health and safety should always go hand-in-hand.

YOGA LIFE

37% of yogis practise yoga with their children



Items sold separately

SP9086
KARMA-CARRY YOGA DUFFLE BAG

YM4943
YOGA MAT



WB8480
GLASS WATER BOTTLE

debco

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HEALTHY



Green Bean Chickpea Salad

1 lb of fresh green beans
14 oz can of chickpeas
2 large red peppers – julienned
1 large Spanish onion – julienned
2 garlic large cloves – minced
1 tbs black sesame seeds
6 oz of feta cheese – crumbled
14 oz can of black olives – sliced
2 tbsp sesame oil
2 tbs of rice wine vinegar

1. Steam green beans for 6-8 minutes on stove top in a double boiler-steamer.
2. In the meantime heat a non-stick skillet over medium heat, coat with sesame oil, add garlic and let sizzle for 10 seconds, then add red pepper and onion and sauté.
3. Remove green beans from heat, strain, and run cold water over them when they are tender so they stop cooking.
4. In a large mixing bowl combine chickpeas, black sesame seeds, feta cheese crumble, black olives, sesame oil and rice wine vinegar.
5. Now add the green beans, red pepper, garlic and onions into the mixing bowl and mix well.
6. Serve and enjoy!

Approximate Nutritional Info

Servings: 6
Amount Per Serving: 1 cups
Calories: 493
Total Fat: 24 g
Cholesterol: 25 mg
Sodium: 980 mg
Potassium: 915 mg
Carbs: 54 g
Dietary Fiber: 17 g
Sugars: 9 g
Protein: 19.5 g

BITES!



Mediterranean Style Chicken Kebabs

2 lbs boneless & skinless chicken breasts – cut into 1 inch cubes
20 black olives – halved
1 large red onion – cut and separated into 1 inch pieces
1 large zucchini – cut into ½ inch thick rounds
3 large red bell peppers – cut into 1 inch pieces
1 pack of white button mushrooms - halved
3 large garlic cloves – minced
1 lemon – zest and juice
2 tbsp of dried basil
Salt
Ground black pepper
Balsamic vinegar
2 tbsp extra virgin olive oil
Grill cooking spray
Metal kebab skewers

1. Cut chicken, olives, and onion, mince garlic, zest and juice lemon.
2. In a large bowl combine chicken, olives, onion, ½ of your minced garlic, lemon zest and juice, 1 tbsp of dried basil, salt and black pepper. Ensure everything is coated evenly. Let marinade for 1 hour.
3. Create garlic oil by combining the rest of your minced garlic with 2 tbsp of olive oil and set aside.
4. Cut zucchini and bell peppers and sprinkle with salt and black pepper.
5. Cut button mushrooms in half, sprinkle with salt and pepper and drizzle with balsamic vinegar
6. Now it's time to start the skewers. Alternate the meat with the various vegetables and olives and discard remaining marinade.
7. Preheat the grill on medium-high and spray with cooking spray.
8. Grill the skewers for about 8 minutes with the lid closed, turning every 2-3 minutes for even grilling.
9. Remove from grill and brush each skewer with garlic oil.
10. Serve and enjoy!

Approximate Nutritional Info

Servings: 10
Amount Per Serving: 1 kebab
Calories: 155
Total Fat: 5 g
Cholesterol: 44 mg
Sodium: 404 mg
Carbs: 6 g
Dietary Fiber: 2 g
Protein: 22 g



Quinoa and Kale Vegetable Soup

- :
- 12 cups of low sodium vegetable stock
 - 4 cups of water
 - 1 tbsp extra virgin olive oil
 - 2 medium yellow or white onion onions - chopped
 - 6 garlic cloves - minced
 - 3 large carrots – peeled and chopped
 - 3 large celery stalks – chopped
 - 3 cups corn - frozen
 - 1 can (15 ounces) of chickpeas - rinsed and drained
 - 28 oz can diced tomatoes
 - 1 cup quinoa - rinsed well
 - 1 1/2 tsp salt
 - 1 tsp basil - dried
 - Pinch of red pepper flakes
 - 1 cup or more chopped fresh kale - tough ribs removed
 - Ground black pepper to taste
 - 1/3 cup green onions – chopped

Approximate Nutritional Info

- Servings: 6
- Amount Per Serving: 1 ¼ cups
- Calories: 218
- Total Fat: 10 g
- Cholesterol: 125 mg
- Sodium: 558 mg
- Carbs: 13 g
- Dietary Fiber: 4 g
- Protein: 19 g

1. In a large pot combine vegetable stock and water and bring to a boil.
2. While waiting, preheat a medium non-stick skillet and brush with olive oil. Sauté onions and garlic until translucent, stirring occasionally.
3. Next add the carrots and celery stirring occasionally for about 5 minutes.
4. Now combine the cooked veggies with the boiling stock adding in the diced tomatoes, quinoa, salt, a pinch of red pepper flakes, and black pepper. Reduce heat to maintain a gentle simmer.
5. Cook for 25 minutes, then remove the lid and add in the chickpeas, corn, chopped kale, and green onions. Continue to simmer for 5 minutes or more until the greens have softened to your liking.
6. Turn off heat and add basil. Stir and season with salt and pepper to taste if needed.
7. Serve and enjoy!

Lemon Dill Shrimp, Zucchini & Peas

1 lb of large shrimp – deveined & patted dry
3 zucchini – chopped
2 cups of green peas – fresh or thawed
1 cup of grape tomatoes – halved
2 cups of spinach
2 cloves of garlic – minced
1 large lemon – zest and juice
3 tbsp of fresh dill – finely chopped
2 tbsp of olive oil
1 tsp of dried oregano
salt
¼ tsp of ground black pepper

1. Preheat a non-stick skillet on medium heat and coat with 1 tbsp of olive oil.
2. Add shrimp in a single layer, sprinkle with salt, ground black pepper and cook for 3 minutes.
3. Flip shrimp over and sprinkle with salt, ground black pepper, and dried oregano, and cook for another 3 minutes. Transfer to a bowl and set aside.
4. Return skillet to medium heat and coat with 1tbsp of olive oil. Add garlic and let sizzle for a few seconds and then add zucchini. Cook for 4-5 minutes stirring occasionally until cooked but firm.
5. Turn off the heat and add the peas, grape tomatoes, spinach, lemon juice and zest, and salt stirring gently.
6. Sprinkle with dill and serve warm on its own or on a bed of brown rice, quinoa, couscous or whole wheat pasta.

Approximate Nutritional Info

Approximate Nutritional Info
Servings: 6
Amount Per Serving: 1 ¼ cups
Calories: 218
Total Fat: 10 g
Cholesterol: 125 mg
Sodium: 558 mg
Carbs: 13 g
Dietary Fiber: 4 g
Protein: 19 g



WELLNESSTRENDS: FIDGET TOYS



G9284

THE ORBITER 2 MINUTE SPINNER



While there is no clinical evidence that so-called “fidget” devices have any therapeutic efficacy at all, there is no denying that they are a wildfire craze spreading all over the planet. Treatment programs for ADHD, depression and autism are generally specific to the patient – there is no “magic gadget” solution that covers all cases. Scientific studies take time and funding to complete, and “fidget” devices are too new a fad to have been properly researched as of yet. Most experts would likely agree, however, that – at the very least – these fidgets toys will do no harm. So if, anecdotally, patients seem to benefit from their use why not use them? One thing is for sure, however; finally getting one for an incessantly nagging offspring sure reduces the anxiety of a parent!





G8284

5 MINUTE
SPEED SPINNER



G7284

SPINARANG METAL SPINNER



SB9291

TENSION FLEX RING



SB9314

Grip Flex



ST9306

FLEX STRESS BALL



G9273

RBI BOUNCING
BASEBALL



G9312

SUN OF A BEACH BALL



THE

OF

MUSIC

WHAT THE SCIENCE SAYS

By Daniel Baker

I

t's 5am and the alarm is cruelly mocking me awake. I curse, slap it clumsily to silence and put my head back down on the pillow. No damn it, get up I tell myself. You decided to have that extra slice of pizza last night, and this is the penance you pay.

I swing my legs onto the floor and push myself upright. Shorts, t-shirt, shoes – they all come on in quick succession. Any delay exponentially increases the chances of the devil on my shoulder coming up with an excuse viable enough to make me jump straight back into bed, so haste is needed here. A dash through the living room gets me into my jacket, my keys getting pocketed in one smooth motion as I head for the door. Victory – I'm headed to the gym!

Suddenly I skid to a halt. What was I thinking?



CU9155
DOCKSIDE
WIRELESS SPEAKER



I whirl on my heel and head back towards the bedroom, the devil laughing in my ear. The draw of my still-warm bed is almost overpowering, there is an almost event-horizon level gravitational pull tugging at me as I round it and approach my dressing table. I'm mere inches from falling back under the covers when I spot what I'm looking for – my Bluetooth headphones.

I slip them over my ears and reach into my pocket for my phone, and music soon begins to fill my head. There's no room in here for the devil's cajoling arguments anymore, no way now I'm going to give in to their temptations. Only one thought lingers in my brain as I hit the fresh morning air; how the hell does anyone ever work out without music, anyway?

The story is a common refrain. Almost everyone I know says they can't imagine trying to work out without a little music urging them on. For many of us it seems like an absolute essential, but it got me wondering; is it really? Is there any evidence to support that fact? As it turns out, there is.



CU9138

SOUND TEX
WIRELESS SPEAKER





CU9094
BATHURST STREET
RETRACTABLE EARPHONES



“How the hell does anyone ever work out without music, anyway?”



CU9192

GUARDA
 EARBUDS IN A CASE



Study #1: Music enhances performance and perceived enjoyment of sprint interval exercise
 by Stork MJ, Kwan MY, Gibala MJ, Martin Ginis KA

Department of Kinesiology, McMaster University, Hamilton, Ontario, CANADA; and Department of
 Family Medicine, McMaster University, Hamilton, Ontario, CANADA

Research from the Department of Kinesiology at McMaster University in Hamilton, Ontario, Canada
 has shown that subjects that listened to their favourite music while engaging in strenuous, high

***“I’m mere inches from falling back under
 the covers when I spot what I’m looking
 for – my Bluetooth headphones.”***



CU9151

URBAN SHARK
 WIRELESS SPORTS EARBUDS





CU8978

DYNAMIC
HEADPHONES



intensity workouts performed at a higher level than those who listened to no music.

Study #2: Influence of music on ratings of perceived exertion during 20 minutes of moderate intensity exercise

by Potteiger JA1, Schroeder JM, Goff KL.

Exercise Physiology Laboratory, University of Kansas, Lawrence 66045, USA.

In this study it was found that music had the effect of distracting the participants enough that they



CU9160

DYNAMIC STEALTH
FOLDING WIRELESS HEADPHONES



“Corporate health and wellness programs are often filled with the same old swag”



CU8098
HD READY ALL-NIGHT LIGHT
WIRELESS SPEAKER





actually perceived their workout as less strenuous. The University of Kansas study compared the effects of fast upbeat music, classical music, self-selected music, and no music upon 27 physically active subjects between the ages of 18 – 30 years old to come up with their conclusions.

Study #3: Evaluation of a motivational pre-exercise music intervention

by Hallett R, Lamont A.

Kingston University and St. George's University of London, UK and Keele University, UK.

This unique hypothesis looked at whether music listened to before a workout had an effect on motivating people to reach their personal fitness goals. Surprisingly enough it did, with the music group exercising significantly more frequently than the non-music group.

Corporate health and wellness programs are often filled with the same old swag; athletic tops, head bands and t-shirts being chief culprits here. These all work well, but often fail to connect in a meaningful, memorable or lasting way. Organizational fitness spend is coming under closer scrutiny these days, with executives looking for more meaningful metrics out of their programs than initial sign-up rates. They want to know the money is being well spent, that employees are being engaged and motivated long-term.

This is an important consideration when choosing a promotional product for a corporate health store program. Imagine the motivational impact that the addition of a pair of Bluetooth headphones might have, especially when tied to the insights gleaned from the studies above. What about a fully decorated and branded wireless speaker, or even a simple pair of earbuds? Something with a little punch, a little pizzazz...

It might just be better than the devil you already know.

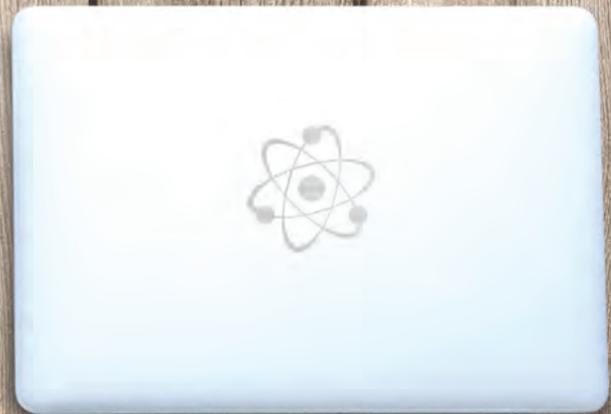
CU5449

HD READY ALL-DAY DJ WIRELESS
SPEAKER WITH FM RADIO



KEEP YOUR STAFF ON BRAND

PUT IT ALL INTO A TRENDY BACKPACK TO CREATE A RETAIL
INSPIRED STAFF INCENTIVE THEY'LL USE AND LOVE



KN9142 JURA LAPTOP BACKPACK

* items sold separately

 deboco

WE ARE

NOW

NIGHT SWEATS

The Phenomenon of the 24hr Gym

By Daniel Baker

12:00 PM



A recent keyword research project found me suddenly, unexpectedly falling down the rabbit hole.

Scouring the interweb for health and wellness trends led me to analyze recent search engine activity for the term ‘fitness’ – a word I had always known as the sunny pursuit of an active and healthy lifestyle, framed by morning gym visits, late afternoon jogs and sun-drenched weekends of co-ed beach volleyball tournaments. But as the associated search terms began to unfurl on the monitor before me, I realized with growing uneasiness that this once light and ebullient expression had now taken on a new - and dare-I-say - darker meaning.

“24 hrs” was the term most closely associated with the word fitness, just before “24 - 7”. This was followed in rapid



“Anything... weird ever happen here?”



succession by every location-specific iterative of the term – “24 hr fitness Burbank”, “24 hr fitness Austin”, “24 hr fitness New York”, etcetera, etcetera, ad naseum. This list went on for over a hundred pages of results, and was unbroken by any variation that included the words “tips”, “tricks” or even – stunningly – the ubiquitous internet staple of “free”.

What the heck is going on here? I thought to myself. Does no one work out during the day anymore?

When had this happened? Did I miss a memo or something? Why hadn't I been notified?

Images and scenarios began to fill my head in rapid succession, my imagination blooming like a Moonflower. There was movement afoot that I knew nothing about – secret and soundlessly it had come upon me, and therefore, in my mind, with nefarious intent. Game of Thrones popped into my head. What was that line? Ah, yes; “The night is dark and full of terrors”

These gymnasiums were obviously the secret chambers of the rising new world order, a society of Freemasons chiseling away at their bodies in the bitter watches of the night, with attendant Alchemists feeding them tinctures of wheatgrass



YM3704
YOGA MAT



WB9256
GLOBETROTTER 750 ML. (25 OZ.)
BOTTLE WITH SIPPER LID



“What the heck is going on here? I thought to myself. Does no one work out during the day anymore?”



WB9229

ROCKLAND 500 ML. (17 OZ.) VACUUM BOTTLE



WB8208

600 ML. (20 OZ.) GLASS WATER BOTTLE WITH SILICONE SLEEVE



and transmuted gold. Perhaps a cabal of Illuminati, enrobed in terrycloth sweats, engaged in mysterious rituals and rites of passage that include the “golden plank” and the handstand pushup. At the head of either would be the chieftain, of course, the Grand Poobah, with his semi-permanent protein shake moustache and bearskin headdress fashioned as an ode to Richard Simmon’s afro.

Toiling away in the murkiness of night, casting off the unproductive shackles of sleep, these were obviously the coming uber-elite of our society. Too focused, too driven, too ambitious to respect society’s diurnal norm.

“Or maybe they’re just busy,” said my wife, settling in next to me as I lay wide-eyed in bed, contemplating this all aloud. “Or work the night shift.”

Well... sure... I guess anything’s possible.

The truth is we are all really busy. The old workplace 9 to 5 paradigm no longer holds true. The speed of information, our perpetual connectedness and the globalization of our work lives constitute the zeitgeist framework of our lives. It’s not uncommon that we attend pre-9am morning meetings, or burn the midnight oil, the latest project to wander far off the critical path.

In London, England, up to 10% of a gym’s membership activity is between 10pm and 6am. Half of those are people who begin their workouts at midnight. A member is 80% more likely to join a health club if they offer 24 hour services.

In Singapore, graveyard-shift bank employees spend their “lunchtimes” pounding the iron. The Gymmboxx chain of gyms opened four 24 hour outlets, after realizing the model “work(ed) like magic” when they tested their first concept gym. 500 members use the facility daily, with a rush of people coming in at 1am and thinning out only between the hours of 3am and 4am.

In the suburbs of Auckland, New Zealand the growth of no-frills, 24 hour gyms is fueling the demand for commercial zoning in residential areas, as proprietors look to find locations that are not only cost-effective but within minutes of the homes of their prospective members. Proximity is key here – night sweaters do not want to spend half their allotted workout time in transit.

A quick check of my own neck of the woods – mid-town Toronto, and equal parts high density condominiums and suburban housing – revealed the presence of four 24 hour gyms within sleepwalking distance. So apparently the practice was in full swing all around me. My neighbours, my friends – all withholding a secret identity from me. What were they doing there at such odd hours, while I slumber obliviously – dare I say pedestrianly – through the night? I had to see for myself.

The gym looked tauntingly similar to its daytime visage. So well lit, in fact, that it seemed more bright and visible than it did in the day. I wondered about security in the 24 hour gym game – apparently so have the proprietors. Digital fobs and fingerprint scanners guard the entrance of many gyms from the shady denizens of the criminal underworld, coupled with extensive CCTV networks and panic buttons. Legislators around the world, however, are not convinced this is enough. Minimum staffing levels for 24 hour gyms are in active debate in councils all around the planet. My local was up to code, apparently, as I was greeted by a



WB4833

500 ML (17 OZ.) STAINLESS STEEL WATER BOTTLE WITH CARABINEER



WB9107

DUHRBRAY 500 ML. (17 OZ.) MATTE FINISH ALUMINUM BOTTLE



WB8007

750 ML (25 OZ.) ALUMINUM WATER BOTTLE WITH CARABINEER





Items sold separately

SP9086
KARMA-CARRY YOGA
DUFFLE BAG



N9699
SO-FIT LARGE SPORTS
ARMBAND





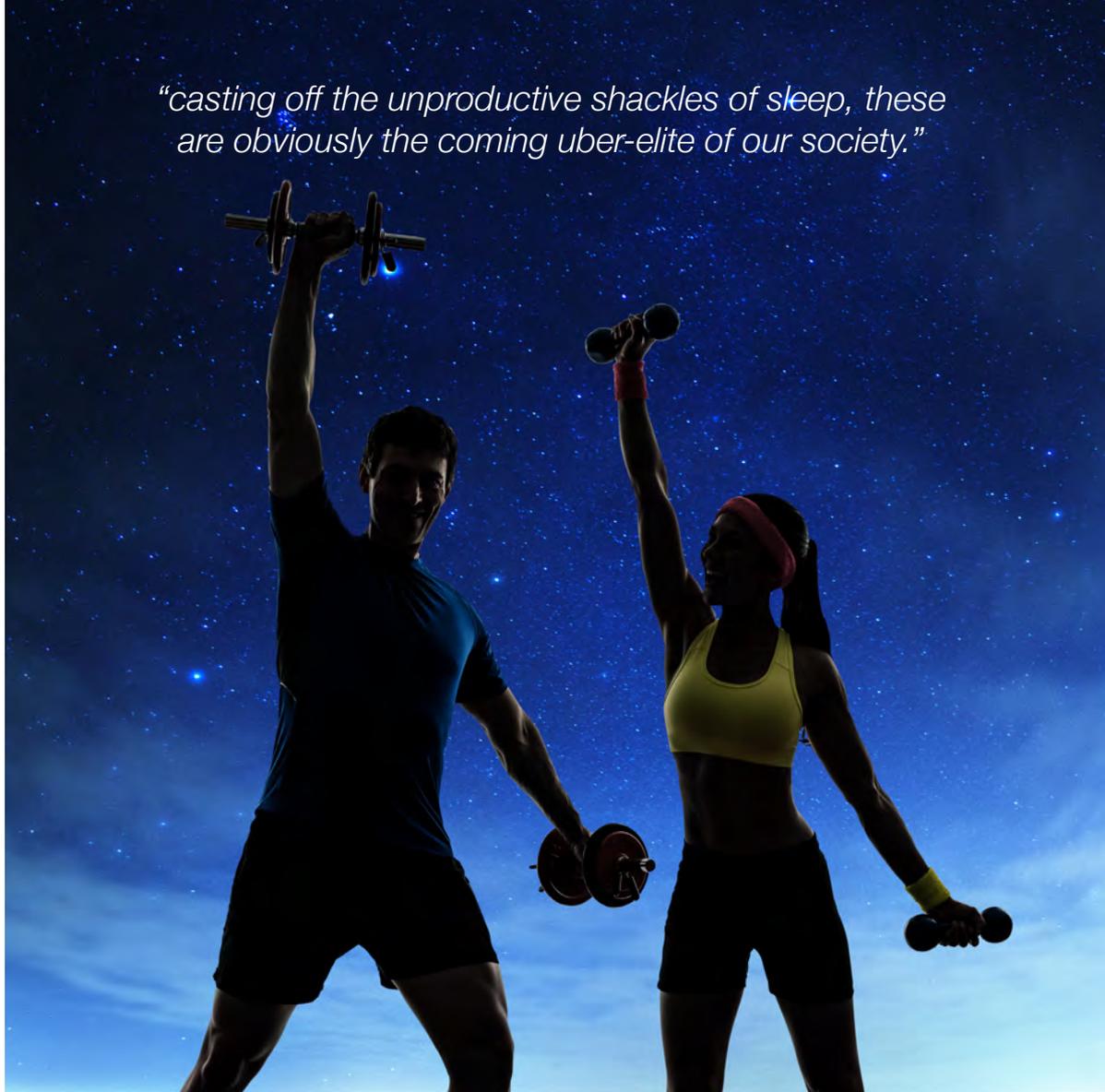
NW9168
ALOHA DRAWSTRING
BACKPACK



SB8499
SMART PHONE WALLET



“casting off the unproductive shackles of sleep, these are obviously the coming uber-elite of our society.”



surprisingly affable mid-twenty-something-year-old. No secret handshakes were required for my tour of the facility, no passwords or unravelling of tricky riddles either. The gym’s logo was the only icon on display, and if it contained any hidden messages or meanings they weren’t apparent to my naked eye. As we passed into the facility at large the doors did not lock menacingly behind me.

It was here I got my first look at the objects of my recent fascination; the night sweaters.

Standard issue attire seemed to be hood-up hoodie, extra-large stainless steel water bottle, and a pair of Bluetooth earbuds. Quietly groaning away alone at various pieces of gym-torture apparatuses, not clustered together in plotting groups, as my imagination had warned me they would be. Laser focus - no one made eye contact. Was this suspicious?

“Who are these people?” I breathed to my guide.

“Oh, you know – regular folks, mostly. Office workers, people in retail. The odd firefighter, emergency workers... that sort of thing.”

He did not mention Police Officers – was that suspicious?

“Anything... weird ever happen here?” I shared just above sotto voce, so no one else could hear us. He stopped, an eyebrow cocked uneasily.

“What do you mean?” he said, keeping his eyes on me. “What exactly are you looking for?”

“Nothing,” I quickly sputtered. Then, channeling my inner Hunter S. Thompson, gonzo-journalist of true fearlessness and extemporization, I added; “I’m just an upright, patriotic citizen like yourself. I’m only interested in the truth.” If this answer satisfied or confused him I could not be sure, but he did not pursue it any further. He did become a little less talkative after that, however, more pointing at than explaining the features scattered about the room. Eventually he left me to explore a bit on my own, so I resumed my taxonomy of the patrons.

Men outnumbered women by a count of 10 : 1, so apparently the right to obsess about body image has – very progressively – already bridged the gender divide. There were the standard issue body-builders, the neurotic vegan waif archetypes, and the ultra-marathon obsessives, of course. But that wasn’t all.

Here was a jet-lagged businesswoman, gamely trying to outrace her circadian cycle on the stationary bike. Another, clearly over-caFFEinated student, trying to sweat out the last of three double-espresso Americanos after a marathon study session. And here, locked away in a corner all by himself was an... Errol?

“Hey, Errol! What the hell are you doing here?”

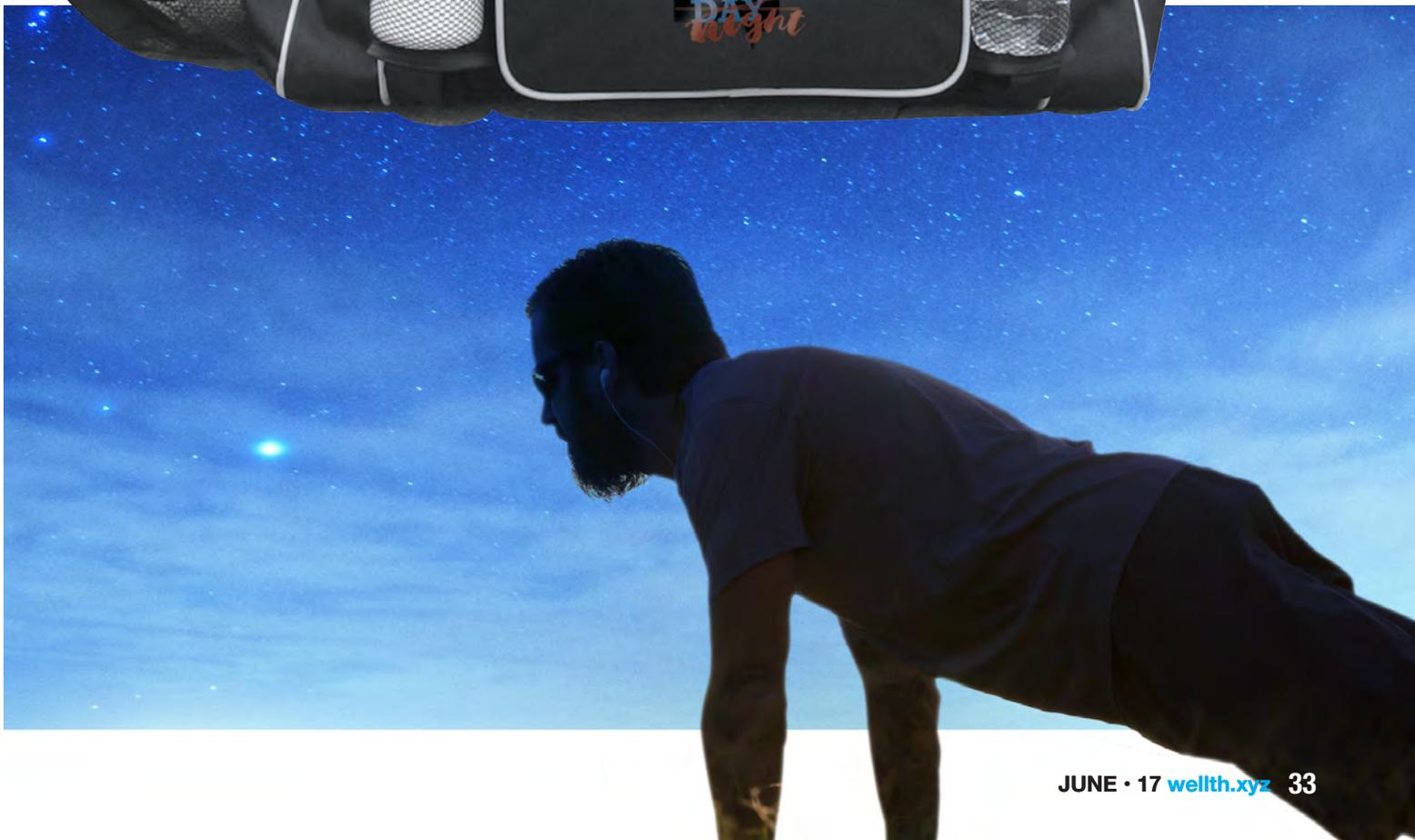
Errol, my neighbor from a few doors down, looked up – thoroughly startled. “Oh... hey... How are you?”

“Sleepy,” I answered honestly. “It’s like 1am. This is when you work out? Now? Here?” I’d never pictured Errol as a “workout” guy. He was not possessed of the typical athletic spirit, at least not to my perception.

“You animal! I’d never have believed it – Errol the gym-rat! What’s the matter, just can’t get enough of the burn?”

SP2663

23" JUMBO SPORTS BAG



*“You some kinda adrenaline junky or something?
Endorphin chaser?”*







N9198
LIGHT SPEEDER RUNNING
BELT WITH LED LIGHT



N9187
RUN ROCKER
RUNNING BELT



Errol gave a nervous laugh, the kind that is never coupled with a smile. “No... no...”

“You some kinda adrenaline junky or something? Endorphin chaser?”

Errol shook his head, looking at the floor. He almost had the aspect of a man hiding something – but this was Errol. A more normal, unassuming man you could not hope to meet. What was up with this?

“No, not at all. I... I...”

Errol seemed on the edge of a confession. Maybe this was the thing I had been looking for all this time – that key insight into the night sweater that I had been seeking. I leaned in closer – conspiratorily close.

“What is it then, Errol? Tell me...”

“Well,” he said, still not looking directly at me. “It’s, you know, quieter in here at this time. Less people about...” That was true – there were five pieces of empty workout machines on either side of us.

“Ahhh,” I said, touching my nose. “No one to break into your routine, right? Killer focus, rhythm... all that jazz, right?”

“No, no.” Errol seemed to be struggling with his admission – what the hell was it? “You know... I haven’t really done much of this kind of thing before. I was never really into sports as a kid, or anything like that. I only started coming here last week, after I realized I was getting dizzy and out of breath all the time.” OMG – what was wrong with Errol? Was he ill? My expression became the paragon of concern.

“No, no, nothing like that! It was just from walking up the stairs – to my bedroom. I realized I had to do something... that I was so out of shape, you know? So I started coming here... to try to get in a little better shape.”

I stood back, looking at him. “Yeah, but – at 1am? Isn’t that a little “deep-end” for a beginner?”

Errol shook his head. “No man, it’s way better. No one is around at all at times – no one to watch you. You know, to judge you. I guess I’m a little self-conscious, you know?”

“What about work?” I asked. “Are you exhausted during the day?”

“No, not at all,” he replied. “We have flex-hours, you know? I can work whenever and wherever I want. So do a lot of people in here...”

So that was it, then. Mankind’s answer to the frenetic pace of life. Work-life balance – the right to choose and be a master of your own destiny. Choice. Options. The right to work out in the way you want, when you want, in the manner you choose to do so. Freedom.

“So... the gym is dark and full of Errols... wow...”

“Er,” said Errol, concern now bouncing to his side of the court. “What?”

“Nothing,” I replied, strangely and satisfyingly drained now that the epiphany was over. “Ignore me – I’m exhausted. It’s way past my bedtime...”



FL9606
CYNGUS BIKE LIGHT
■ ■



FL8933
LOCKLIGHT CARABINEER
LED KEY RING
■ ■ ■ ■ ■ ■

"The night is dark and full of terrors"



FL6986
SHOEVIZ LED SAFETY CLIP
■ ■ ■



FL8828
SPORT BEACON LED
SAFETY ARMBAND
■ ■ ■



Is Coffee
the Real
Fountain
of Youth?

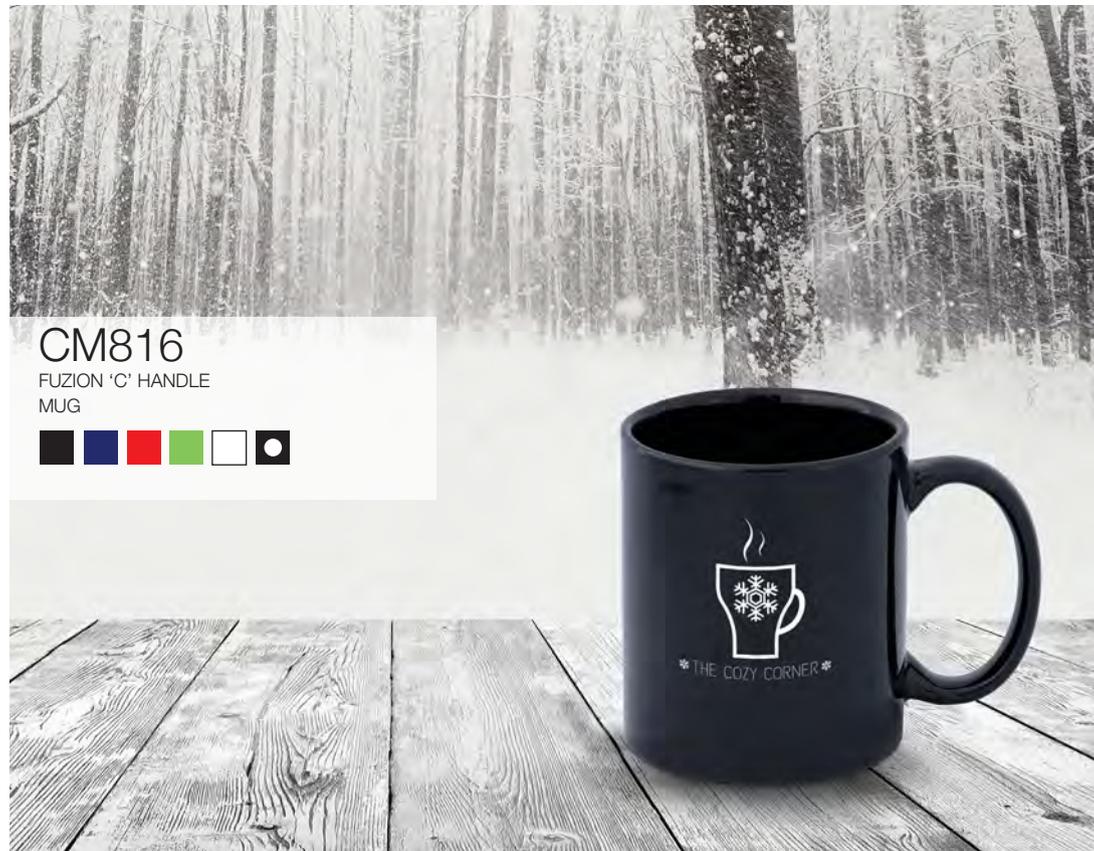


A Stanford University of Medicine study has made a connection between advancing age, cardiovascular disease, systemic inflammation and caffeine consumption. The study provides evidence that caffeine may counter certain chronic inflammatory processes, possibly explaining why coffee drinkers tend to live longer than abstainers.



CM9117

KOHO 350 ML. (12 OZ.) MUG
WITH COLOURED HANDLE



CM816

FUZION 'C' HANDLE
MUG





CM9057
BOWERY 400 ML. (13.5 OZ.)
STONEWARE MUG



DA8787
BAMBOO CHIC MUG
WITH BAMBOO LID





CM9161

SPRING 350 ML. (12 OZ.) MUG
WITH COLOURED RIM/HANDLE



DA9920

TALL LICORICE 900 ML. (30 OZ.)
TRAVEL TUMBLER





PRODUCTS GUIDE/SUMMER 2017

KP9259

This useful mini container is fantastic for storing the small stuff! I use it to keep my energy snacks handy when commuting in my car, at the office, or at school. The convenient push buttons on the side allow for ease of use and security so I know my snacks won't spill. It's great for use as a health incentive for employees, or to promote waste-free lunches for kids.



CB9247

Wishing your picnic essentials would stay as cool as an iceberg? This cooler bag is sure to keep your contents fresh and safe, with its zippered opening, Velcro® closure to the main compartment, and multiple slash pockets throughout. Pack your foods to the brim and enjoy travelling with this multi-featured cooler companion.

WB8619

For the days that I need extra hydration, the Hydrator is sure to fill my tank. With its sturdy Tritan copolyester exterior and top carry handle, it's a great companion when I'm on-the-go. The wide-mouth opening allows for ice and other ingredients to be added easily, making this oversized bottle a must for any adventurer! Best part yet is that I know if I drink 2 of these in one day I've met my suggested daily water intake.



WB9480

The High Tide glass bottle is a new retail inspired promotional bottle. The sleek design of this bottle is frequently used for company health and wellness programs. This allows staff to have a trendy bottle they will enjoy using in everyday life which gives you a walking billboard for your brand, gaining hundreds of impressions wherever it ventures with your employees. Plus, it's a glass bottle which provides the cleanest type of drinking experience.



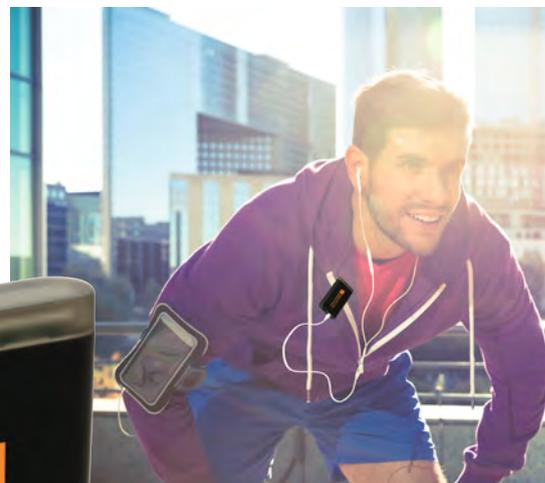
DA9101

I love coffee. I take it with me almost wherever I go. The Wanderlust travel tumbler is perfect for any coffee lover with its conveniently equipped silicone band and clip/handle combo on the lid. This tumbler keeps my coffee hot for up to 6 hours! But let's be honest, I drink it way before the hour is up – and I want to look good doing it! This product is perfect for any brand that is associated with (or just loves) coffee! Although, I have been known to sneak in the occasional hot chocolate or better yet, a hot toddy!



CU9253

A wireless receiver that turns any of my wired electronic devices into Bluetooth compatible products... WOW! My Beats by Dr. Dre wired headphones are as phenomenal sounding as ever, and the Knightsbridge allows me to use them with my new smartphone, which no longer has a headphone jack. How cool is that?! I don't have to spend upwards of \$200 to buy the new wireless ones. As an added bonus, the Knightsbridge allows me to forward or rewind my tracks, and has a built in mic input which allows me to talk on my phone and listen through my stellar quality headphones.



YM8872

The first time I saw this product I thought - "A folding Yoga mat...that's brilliant!" A regular old rolled yoga mat is quite large and doesn't fit into most gym bags or backpacks. This folding yoga mat is so convenient I can fit it in my shoulder bag, along with my notebook and Mac. Convenience that allows me to bring my Yoga life with me where ever I go, even in my suitcase. Think about Corporate Yoga programs or business travelers that are Yogis at heart. This product is the perfect promotional item for the business yoga professional and so many more! And you don't have to be a yogi to use it. My friend loves it for stretching and for sit-ups.





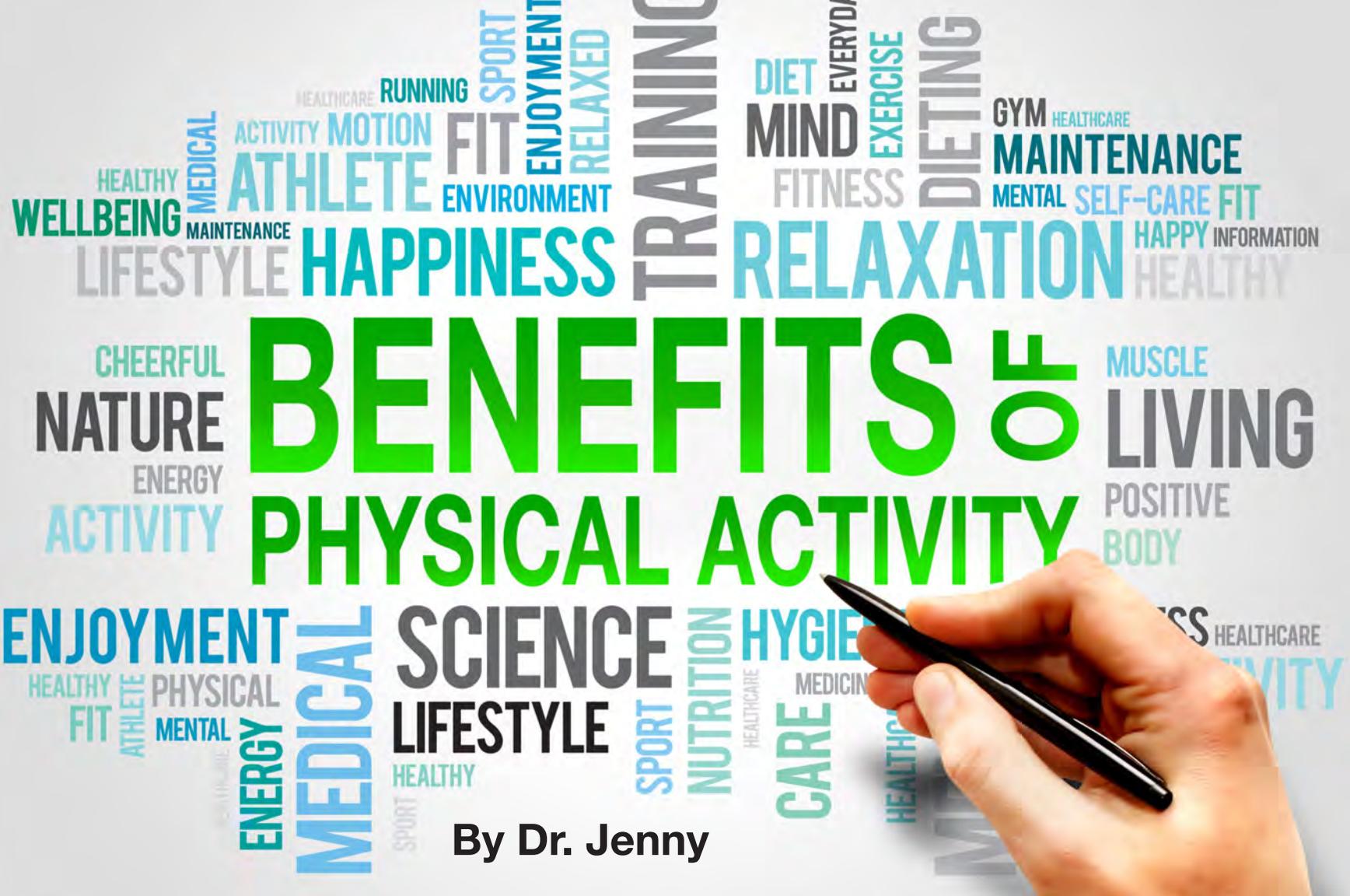
SP8804

The perfect gym buddy to pack all of my gear. This duffel bag features a variety of inside mesh, zippered and Velcro closure pockets. But my favorite part is that the inside of the carry handles provide a nice pop of colour – so you can choose a vibrant colour to match your brand and keep it trendy for all gym goers!



TG9111

Many people have no idea what this product is or what it's supposed to be used for. I LOVE IT! It's a Dry bag! I'm big into the outdoors so this item is right up my ally! I put my valuables in it, phone, camera, and maybe some snacks and I'm completely confident that my things are going to stay dry if I tip my canoe. But another take on these dry bags is more for everyday use. I put my valuables in it after a hot Yoga class and then stick it in my gym bag. This way if I have super sweaty clothes or if my water bottle leaks, my belongings stay dry. It's a worry free kind of product that takes a little stress out of my life. The perfect promotional product for a variety of industries – especially when the campaign calls for something just a little outside the box.



By Dr. Jenny

Jenny Robertson, PhD. Public Health Ontario.

1

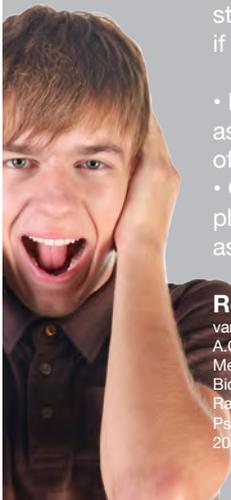
Stress

Feeling tense? Try going for a walk. Physical activity has been shown to reduce stress. Make sure to choose an activity you like because your stress reduction will be greater if you stick to it.

- Physical activity is associated with the reduction of stress
- Greater adherence to physical activity was associated with better results

Reference

van der Zwan, J.E., de Vente, W., Huizink, A.C. et al. Physical Activity, Mindfulness Meditation, or Heart Rate Variability Biofeedback for Stress Reduction: A Randomized Controlled Trial. *Applied Psychophysiology and Biofeedback*. 2015;40:257-268.



2

Depression

If you're feeling blue, going for a run may be the last thing you feel like doing but may be exactly what you need. Physical activity helps reduce feelings of depression and has been shown to be as effective as antidepressant pills.

- Physical exercise is an effective treatment for unipolar depression
- Exercise compares favorably to no intervention and usual care for depression
- Exercise is comparable to psychotherapy and antidepressants for depression
- Exercise could be a viable adjunct and augmentation to antidepressants for depression
- Exercise may serve as an alternative to established treatments and waiting list

Reference

Kvama, S., Kleppe, C.L., Nordhus, I.H., Anders Hovland, A. Exercise as a treatment for depression: A meta-analysis. *Journal of Affective Disorders*. 2016;202(15):67-86.



Self-Confidence

Don't wait for someone else to tell you how fabulous it is to feel good about yourself. Instead go for a bike ride or join a new dance class. Physical activity will help you feel better about yourself.

- Participation in physical activity results in small significant improvements in global self-esteem

Reference

Spence, J.C., Kerry R. McGannon, K.R., Poon, P. The Effect of Exercise on Global Self-Esteem: A Quantitative Review. *Journal of Sport and Exercise Psychology*, 2005;27:311-334.



Sex

Having trouble in the bedroom? Don't reach for the little blue pill. Men who exercise regularly are less likely to have erectile problems.

- In a racially diverse population, exercise ≥ 18 MET hours/week is highly associated with better erectile/sexual function regardless of race

Reference

Simon, Ross M., et al. The association of exercise with both erectile and sexual function in black and white men. *The Journal of sexual medicine*. 2015; 12(5):1202-1210.



Anxiety

How much do you worry about everyday things? If you worry a little more than you would like, walking, running and yoga may be just the thing to take the edge off. Even a single session of aerobics is associated with a significant reduction in anxiety.

- Available evidence generally supports patient-appropriate prescription of exercise (i.e., tailored to current fitness and physical health) as a promising addition to psychosocial and/or pharmacologic treatment of clinically significant anxiety

Reference

Asmundson, G. J. G., Fetzner, M. G., DeBoer, L. B., Powers, M. B., Otto, M. W. and Smits, J. A. J. (2013), Let's Get Physical: A Contemporary Review of the Anxiolytic Effects of Exercise for Anxiety and its Disorders. *Depression and Anxiety*. 2013;30:362-373.

6

Cognitive Functioning

“All truly great thoughts are conceived while walking.” – Friedrich Nietzsche. Friedrich knew what he was talking about. Aerobic activity improves brain functioning.

- Aerobic exercise training is associated with modest improvements in attention and processing speed, executive function, and memory

Reference

Smith P.J., Blumenthal J.A., Hoffman B.M., et al. Aerobic Exercise and Neurocognitive Performance: a Meta-Analytic Review of Randomized Controlled Trials. *Psychosomatic Medicine*. 2010;72(3):239-252.



7

Cognitive Decline

Maurice Chevalier said “Old age isn’t so bad when you consider the alternative.” So while getting older is inevitable, cognitive decline isn’t. Research has shown that maintaining an active lifestyle helps to preserve brain functioning as you get older.

- results suggest a significant and consistent protection for all levels of physical activity against the occurrence of cognitive decline

Reference

Sofi F, Valecchi D, Bacci D, Abbate R, Gensini GF, Casini A, Macchi C. Physical activity and risk of cognitive decline: a meta-analysis of prospective studies. *Journal of Internal Medicine*. 2011;269:107–117.

Sleep

No matter how many sheep you count, do you still toss and turn in bed at night? Maybe what you need is a game of soccer or a few laps in the pool. Regular exercise improves both the quantity and quality of sleep.

- Regular exercise has small beneficial effects on total sleep time and sleep efficiency, small-to-medium beneficial effects on sleep onset latency, and moderate beneficial effects on sleep quality.

Reference

Kredlow, M.A., Capozzoli, M.C., Hearon, B.A. et al. The effects of physical activity on sleep: a meta-analytic review. *Journal of Behavioral Medicine*. 2015;38:427-449.

8

9

Addiction

Instead of reaching for a patch if you're trying to kick your cigarette habit, hit the gym. Physical activity can help you quit smoking.

- Among daily smokers, exercise may help to facilitate smoking cessation via exercise-induced increases in smoking-specific self-efficacy

Reference

Loprinzi, P.D., Wolfe, C.D., Walker, J.F. Exercise facilitates smoking cessation indirectly via improvements in smoking-specific self-efficacy: Prospective cohort study among a national sample of young smokers. Preventive Medicine. 2015;81:63-66.



10

Fatigue

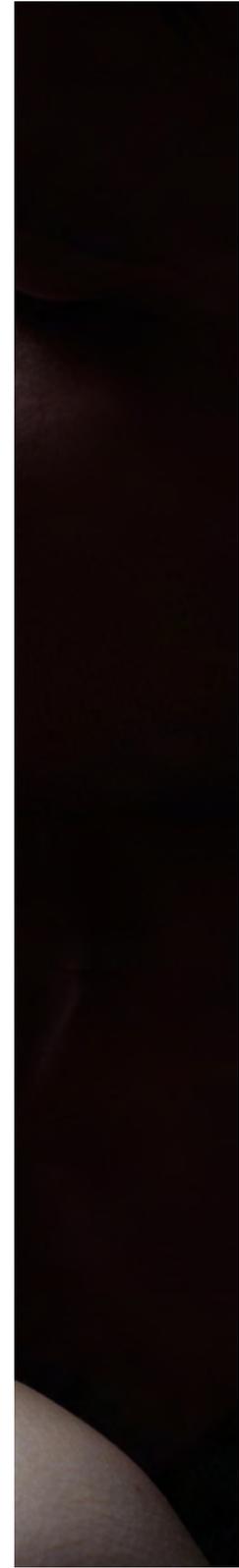
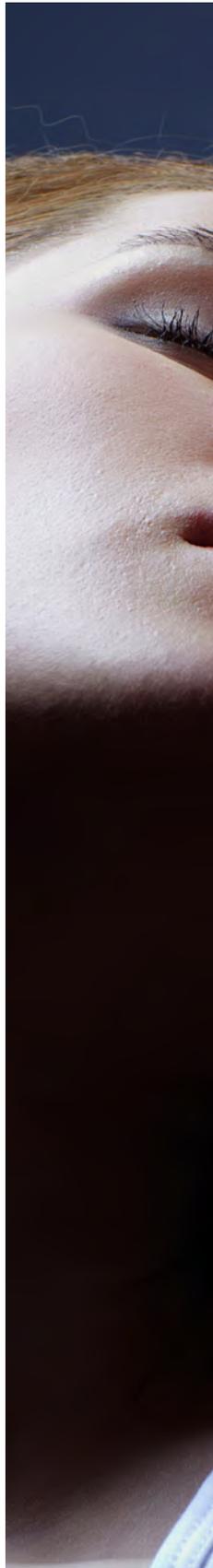
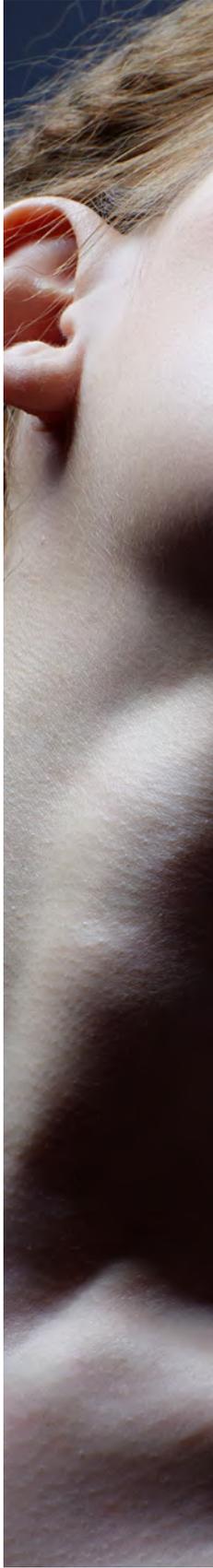
When mid-afternoon hits, do you grab a coffee or a Red Bull? Why not go for a walk instead? People who are regularly physically active report more energy and less fatigue than their sedentary peers.

- All of the studies suggested that there was an association between physical activity and a reduced risk of experiencing feelings of low energy and fatigue when active adults were compared with sedentary peers.

Reference

Puetz, T.W., Physical activity and feelings of energy and fatigue: epidemiological evidence. Sports Medicine. 2006;36(9):767-780.





By Alex Morin



Sexercise

To quote the late George Michael, “Sex is natural, sex is good – not everybody does it, but everybody should.” Okay, maybe not in a public restroom, but then again...

Did you know that those who partake in frequent sex have significantly higher levels of immunoglobulin A (IgA) than those that don't? IgAs are responsible for fighting organisms that try to enter our bodies. In many ways, IgAs stand guard against those nasty organisms before our immune system must take action.

And speaking of action, the more of it you get, the more exercise you get. With over 600 muscles in the human body, the vast majority of them expand and contract during the act. From abs, to glutes, to legs, arms, and back – depending on which position you're in, you can tone them all. In fact, a study published in the American Journal of Cardiology suggests that men who engage in sex at least twice a week are less likely to incur heart disease, compared to men who only engage once a month. Mounting evidence is also suggesting that there are correlations between sex and lower blood pressure, pain-relief, and even improved sleep.

Remember that swinging chair that used to be in the Debco line? Just kidding... kind of. You may think we're crazy, but there are a number of Debco products that may just pique your wild side. Consider the following romantic idea:



CU6338
BLUETOOTH®
SUBWOOFER SPEAKER





CB2315

COOLER BAG
ON WHEELS



E8968

RHONE VALLEY
COTTON WINE BAG







“And speaking of action, the more of it you get, the more exercise you get.”

CU8997
PAPARAZZI MINI FOLDING
SELFIE STICK



You get a baby-sitter for Friday night. Book a downtown hotel. Your CB2315 cooler bag on wheels is filled with two bottles of champagne, nestled in ice. A bottle of massage oil fits comfortably in the front pocket. You've also slipped-in a YM9095 cooling towel that will later serve as a blindfold. Oh, we're just getting started...

You arrive at the hotel with a smart phone that's preloaded with the silky sound of Etta James' vocals. "At Last" is playing through the CU6338 Bluetooth subwoofer speaker, accentuating the lows and the highs. The champagne is uncorked and you use the DA9920 tumbler to keep your Dom Pérignon icy cold. You dance around the room and open the balcony door. The CU8997 selfie stick gets the perfect picture of you and your sweetheart overlooking the bustling city night lights. The moment is captured. Use your imagination and your creativity to figure out how we incorporate the CU9135 action capturer camera into our escapade. Or the YM9052 resistance band.

Ooh la la!

And one last thing...

Evidence indicates that people who engage in frequent sex take less sick days than those that don't. George Michael never took a sick day...



C3740
CORKSCREW



“...there are correlations between sex and lower blood pressure, pain-relief, and even improved sleep.”



CU9135
ACTION
CAPTURER





N9221
PARTY GUY
WINE BOTTLE CARRIER



DA9920
TALL LICORICE 900 ML. (30 OZ.)
TRAVEL TUMBLER



YM9068
SEABREEZY
COOLING TOWEL





YM9095
KRIENES COOLING TOWEL



YM9052
FLEXERCORE
RESISTANCE BAND



celebrities and their



Are these curves so desirable that even celebrities can't help putting their hands all over them?

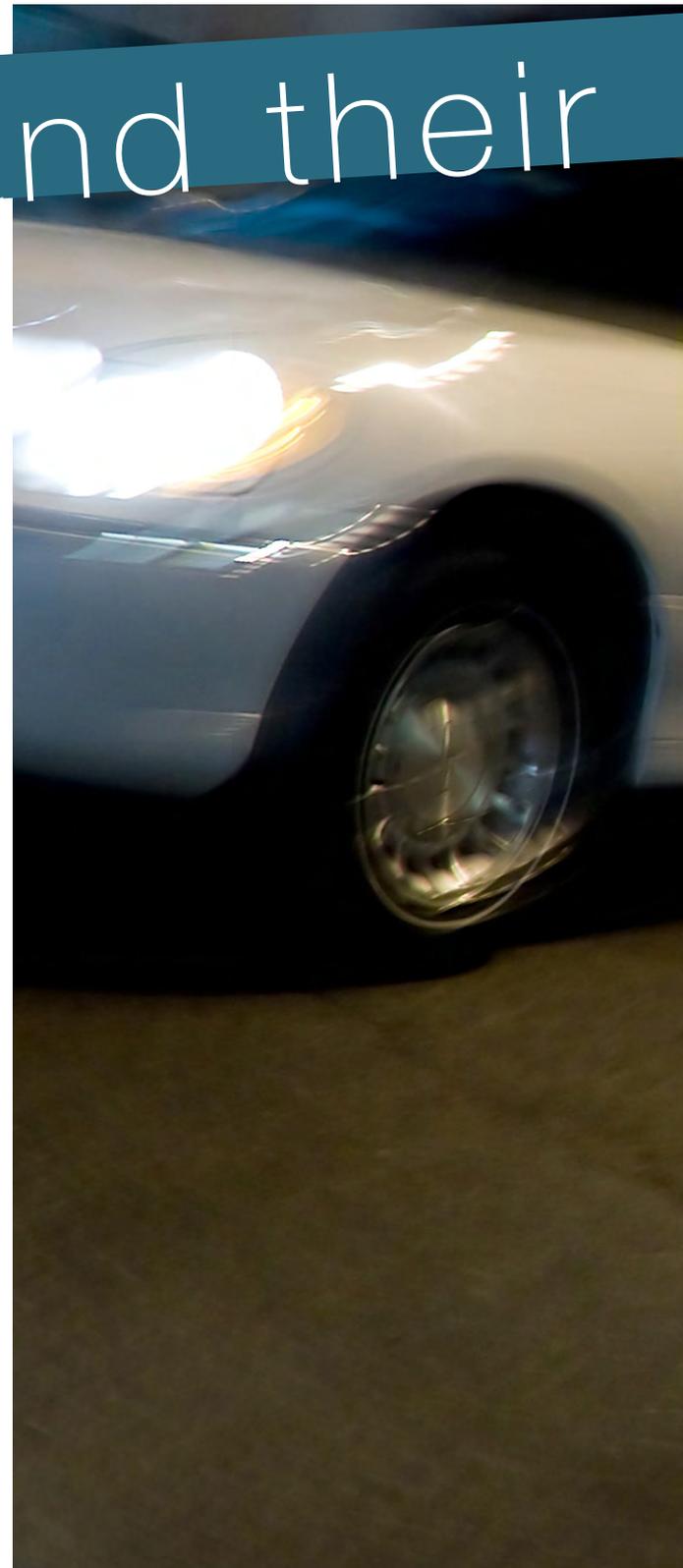
Julia Roberts? Guilty.

Reese Witherspoon? Guilty.

Gisele Bundchen? Jessica Alba? Kaley Cuoco?
Guilty, guilty, guilty!

They can't wait to put their pouty lips together and just drink them in. And they don't seem to want to be separated from them for even a moment.

What's got these A-listers in such an amorous mood? Would you believe it's water bottles?



By Daniel Baker

drinkware



WB8877

ROCKIT 500 ML. (17 OZ.)
WATER BOTTLE





WB7030

SINGLE ROCKIT 700 ML. (23.5 OZ.)
STAINLESS STEEL BOTTLE



Over the last couple of years celebs have been flocking admirably to the eco-cause craze of reusable water bottles, trying to do their part in reducing the over 200 billion plastic bottles that are dumped into landfill sites each year. Whether it's on the yoga mat, walking the Boulevard and or strolling back from the gym with hair stylishly disheveled, no celeb worth their Twitter following would dare to be caught in disposable plastic this year.

But why be simply green when you could be green and fashionable at the same time? These hip hydrated heroines know how to pick their shapes and colours, and the rest of us seem to have an insatiable thirst to keep up with them.

Two water bottle styles in particular have emerged over the past year and a half. And the effect on the sales of the retail





WB8092
ROCKIT CLEAR
700 ML (24 OZ.) BOTTLE



WB8030
ROCKIT SHINE 500 ML. (17 OZ.)
STAINLESS STEEL BOTTLE



WB9030
ROCKIT BPM 500 ML. (17 OZ.)
STAINLESS STEEL BOTTLE



brands associated with them? Spectacular.

So it's no wonder a brand will pay hugely for an Instagram or Pinterest endorsement from one of these uber-influencers. It's a practice that has hit a fevered peak over the past few years. But the ensuing popularity of these bottles allows manufacturers to charge a premium for their wares. This has certainly opened up an opportunity in the promotional product world, with the retail-inspired versions of the bottles shipping at less than half the cost. Drinkware has been the industry's hottest growth category for a couple of seasons now, and there doesn't seem to be an end in sight.

It's dovetailing perfectly with the corporate health and wellness trend, too. Glass and stainless steel water bottles are shipping out in droves to fill company-store shelves, with employees snapping them up as quickly as they appear. Fabulous new full-colour decorating techniques (ie; HD360) and classic standards like laser-etch engraving are making them look good doing it. The connection someone has with their daily drinkware piece is a truly personal one – a great thing for quality and value of the branding impression ROI. And for a promotional product, that kind of cachet is akin to a red carpet appearance at the Oscars.



WB9099

QUEENSWAY 520 ML. (17.5 OZ.)

GLASS BOTTLE



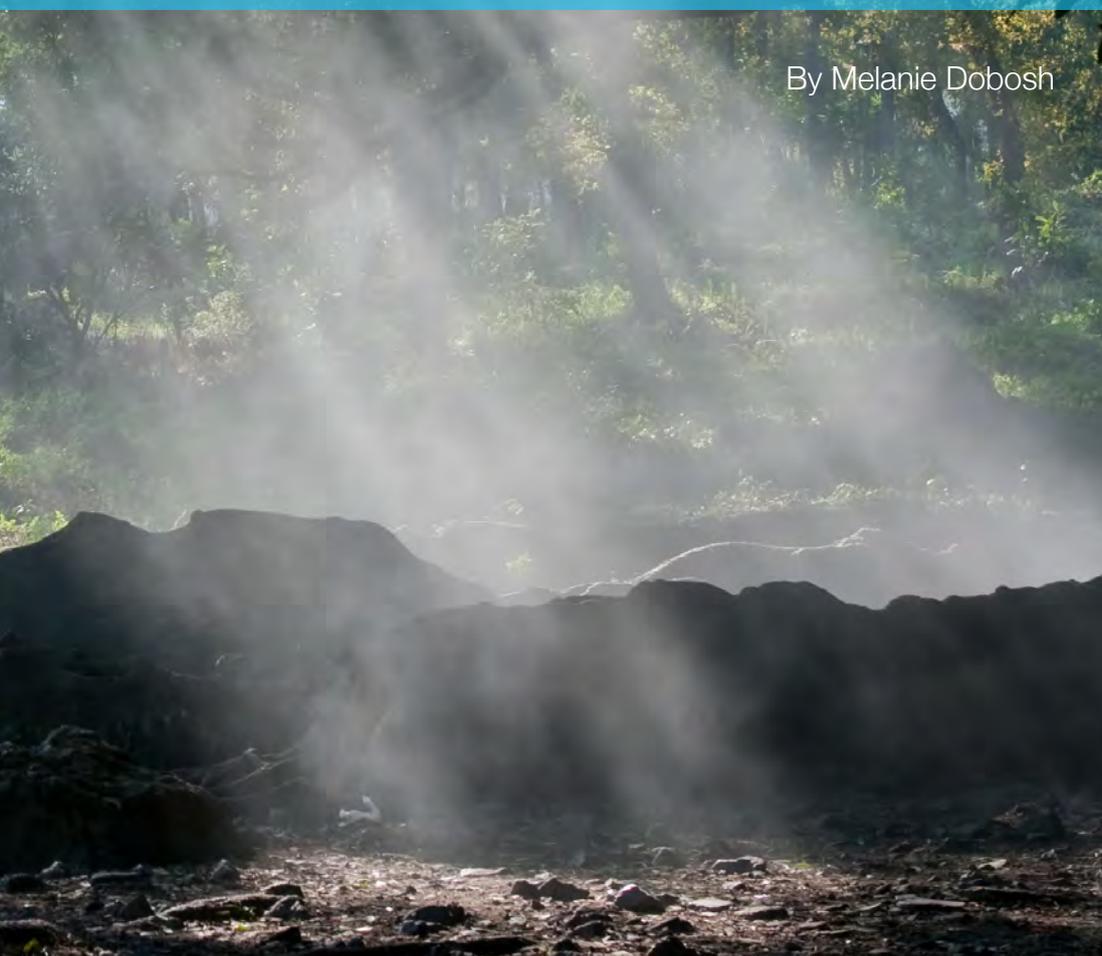


FRESH



I've got to be at the office for a team brainstorm session at 10, then be at a 1 o'clock meeting with Zadcorp, followed by another 3:15 meeting across town, as well as a major magazine deadline at 5pm today! Ah when will this week from hell ever end!? After a stressful week at work one of the easiest ways for me to relax and let my mind and body breathe is to get into the great outdoors. The sunshine helps my body produce Vitamin D, the fresh air allows for deep stress relieving breaths, and a gentle breeze sends a chilling yet stimulating sensation through my hair and across my skin – it just

AIR THERAPY



By Melanie Dobosh

feels good. What a therapeutic start to a stress free weekend. The correlation between nature and health and wellness has been studied forever. It's not just about getting outside and going for a run, and being physically active, it's about getting outside and reaping the benefits that nature has to offer, literally stopping to smell the roses.

The benefits of nature are endless and it seems natural for us to want to enjoy the outdoors, but science has identified some reasons why we actually NEED to spend more time in a natural setting. In fact, there is a real term for this; it is called Ecotherapy. Ecotherapy is defined as the exposure to nature and the various physical and psychological benefits that



1. DA7321
500 ML. 17 OZ. DOUBLE WALLED
TUMBLER WITH STRAW



2. DA8920
LICORICE 600 ML. (20 OZ.)
TRAVEL TUMBLER



3. WB9027
SELMA SIPPER 680 ML. (23 OZ.)
TRITAN INFUSER BOTTLE



4. WB9248
COLLINGWOODER 500 ML. (17 OZ.)
TEA INFUSER BOTTLE



5. DA9129
ANTARES 450 ML. (15 OZ.)
LEAKPROOF TRAVEL TUMBLER



6. WB9940
GATRIABELLE 750 ML. (25 OZ.)
MATTE FINISH BOTTLE





B4394
FOLDING CHAIR
IN A BAG



result from being outside. The actual activity can vary from a rocky mountain bike ride, to relaxing on the dock sipping coffee while reading this magazine. During a recent study, Louise Chawla, an environmental psychologist at the University of Colorado Boulder, has found that having frequent contact with nature can reduce symptoms of attention-deficit disorder and can even increase memory and productivity. Outdoor activity is also associated with lower rates of depression. Simply being outside in moderate sunlight allows your body to soak up natural Vitamin D. Medical researchers have found that a lack of vitamin D has been linked to various types of Cancer, obesity, mental disorders, and other health problems. Now I'm not saying go bake in the sun on the beach and you won't suffer from a mental illness, but it's just like everything, enjoy it in moderation. Another study found that people who spend time hiking or resting in a forest had considerably lower cortisol rates, heart rates and blood pressure. These physical and mental benefits are something that people of all interests and body types can enjoy just by taking some time to "play" outside.

It seems so easy right? But sometimes in the busy hustle and bustle of our lives we forget the simplest things that can benefit our mind, body and soul. So what can you do? A simple morning coffee on the back patio or a leisurely stroll in the evening with a neighbour gets you outside enjoying nature. Invite friends and family over for a backyard BBQ, for a friendly game of flag football or a fun filled scavenger hunt! Many communities have outdoor enthusiast groups for people of all interests. Some examples are run clubs, community gardens, dog walk programs, beach volleyball teams, canoe and kayak clubs, free forest biking trails. The list goes on and on. Many teachers - at all levels of education - have taken to teaching their classes outside. This gives their students a welcome break from the confines of the classroom, refreshing their minds and improving concentration. The health and wellness trend we see in society is often largely focused on hard core gym workouts, but Ecotherapy focuses on allowing nature to do its thing. Doesn't that sound better than busting your butt, exercising outdoors? It does to me.



P9069

LONSDALE
DRAWSTRING CINCH



KN6479

HURDLER DRAWSTRING
BACKPACK



P9285

MAHALO LARGE
DRAWSTRING BACKPACK



P8285

ALOHA DRAWSTRING
BACKPACK





CB4021
ELITE GOLF BAG
SHAPED COOLER



PC8693
FAMILY SNACKER
PICNIC BASKET



CB9249
CHILLY TRUNK
10 LITRE HARD COOLER



KN9274
CITY RIDER LAPTOP
BACKPACK



SG9243
BEXTER COLOUR
CHANGING SUNGLASSES



N6113
GOLF BALL/TEE
HOLDER



G9180
ROYALTON PLASTIC
GOLF DIVOT REPAIR TOOL



G7325
'FIX-ALL!' DIVOT REPAIR TOOL
WITH BALL MARKER





WB9250
GREAT LAKES 1.25 LITRE (42 OZ.)
WATER JUG



UG804
GOLF
UMBRELLA





P8337
FISHING BAG



G9905
PLASTIC FRISBEE



I'm sure you can easily see how promotional products can come into play here, especially in the warmer months of the year when more people are excited to get outside and enjoy the sunshine. Promotional products like sunglasses, hats, water bottles, wireless speakers, BBQ tools, camping gear, chairs, dry bags, running lights, frisbees, can all be used as part of Ecotherapy, and these ideas are just the tip of the iceberg. Take advantage of these simple tips and start to reposition everyday products as connecting devices to the great outdoors. In finding those connections, you'll not only open-up a whole new market, but the results may well contribute to a cleaner body and soul. Just don't forget to take some time to get out and soak up some Vitamin D!



crossfit - blueprint



for life

By Melanie Dobosh

Can you imagine physically struggling to get out of bed in the morning? Or going on vacation with your family and not being fit enough to climb to the top of the waterslide ladder? Or having to cancel your weekend camping trip because you just can't sit in a canoe anymore? Those tasks shouldn't be too daunting, should they?

These stories aren't a product of fiction, but real life anecdotes shared to me by certified CrossFit trainer Jesse Cohen, as we sat down recently to chat about the philosophy of the program he is so deeply passionate about. And passionate he is – not to mention honest and candid.

“Having the biggest muscles does not always mean that you're a healthy individual. Your fitness is your health,” he explained, the evidence of his fervor etched into the features of his expression. “You would be surprised how “fit” or “healthy” many people are without looking like your typical beauty model.”

I'm immediately drawn into his world. For me, my dream body does not consist of being so ripped I look like you could pop me with a pin. I just want to be healthy and functional for the rest of my life. This is how I discovered CrossFit and my new friend Jesse.

“CrossFit defines fitness as your work capacity,” he explained, his hands working in corroborating gestures. “Being able to do a certain amount of work within a certain amount of time. Tell me how much it weighs, how far it moves, and how long it takes. This is fitness. Measurable, repeatable and observable data.”

So what is CrossFit, exactly?

“Well simply put, CrossFit is a strength and conditioning program. It incorporates Olympic style weightlifting, gymnastics, and mono-structural metabolic conditioning such as track and field movements. It's a concentrated kind of working out that was developed to enhance an individual's competency in all physical tasks.”

Wow, that sounds impressive. But maybe a little daunting? Complicated even? Not really, as I find out when he breaks it down a little.

“There are 10 physical skills or fitness domains meant to be optimized. They are cardiovascular/respiratory endurance, stamina, strength, flexibility, power, speed, coordination, agility, balance, and accuracy.” My ears perk up at this explanation, but it was what he says next that really resonates with me.

“The benefits of CrossFit are not only physical. They reach to the emotional and spiritual side of a person as well,” Jesse continues. “Unlike just going to the gym CrossFit is a group exercise program. You are a team encouraging each other and learning together along the way. It makes you feel like you belong to something special.”

Team motivation, a sense of belonging, and community accomplishment. For many of us, working out and getting fit is a tiresome task. Wouldn't it be nice if there were other people around? Helping me, cheering me on, and high fiving me when I finally meet a personal goal. This sounds like way better motivation than Justin Bieber singing away in my ear while I'm all alone running on a treadmill, alone and isolated despite the overcrowded nature of my local big box gym.

“The coaches and fellow members

”Fitness and health doesn’t stay in the gym”



NW7274
18" SPORTS BAG



WB8192
TRITAN 750 ML. (25 OZ.)
WATER BOTTLE



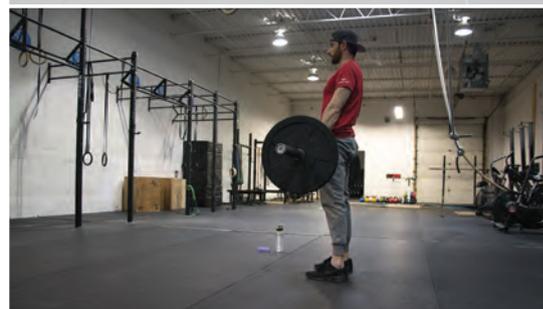
The Dead Lift > Real life relation >
Picking an item up off the floor



1. Bend knees, push butt out



2. Lift straight up using legs, not your back



3. Fully extend legs

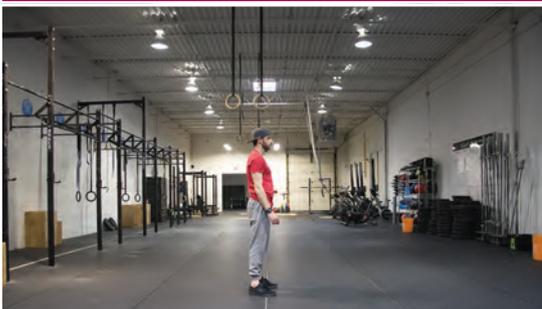
push you to try things you thought you could never do in your lifetime. Obviously there are progressions involved and safety is number one, but when you finally kick up on that wall, or nail your first hand stand, you realize you’re upside down and you did it all by yourself, the feeling is incomparable.”

I’m beginning to see Jesse as not only an expert and an advocate, but a bit of a philosopher too. He speaks to me about the concept of “Mobility First”; the importance of making sure your body is functionally able to perform the workout in the gym, or the daily function at home.

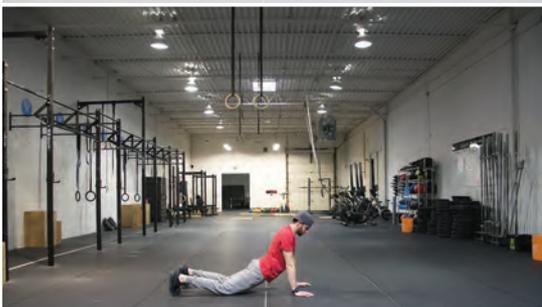
“People want to squat, deadlift, do handstands and do all of the movements CrossFit has to offer. That’s all great, however, we need to make sure that we have a working body in order to complete these movements safely and efficiently. You have an increased chance of injuring yourself if you try these movements without proper coaching,” I nod my head vigorously to this, knowing it all too well from personal experience. “As well as having the knowledge about how your joints, ligaments, tissues and muscles work specifically to you as an individual. Everyone is different“.

We’ve all heard about proper form when working out, but CrossFit breaks that form down and takes you step by step ensuring all of your moving body parts are able to successfully complete that squat, deadlift, or other work out. I connected with how Jesse talked about everyone being different. When I go to my gym and do a free class, the instructor tries to help me out but sometimes there are just too many people. The instructors also change from week to week which doesn’t allow them to get to know me and my personal mobility, ability and progress. This is where CrossFit seems to get a leg

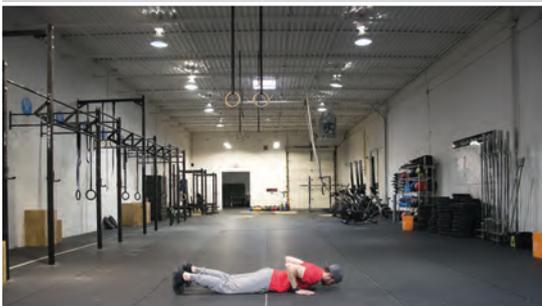
The Burpee > Real life relation > Getting back up after a fall



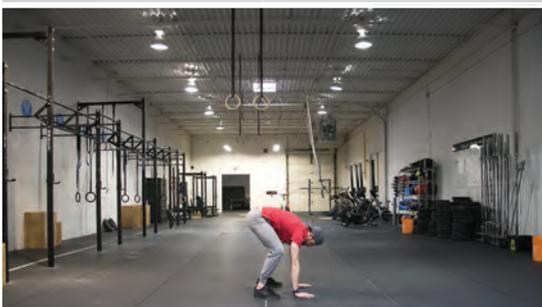
1. Stand upright, feet at shoulder width



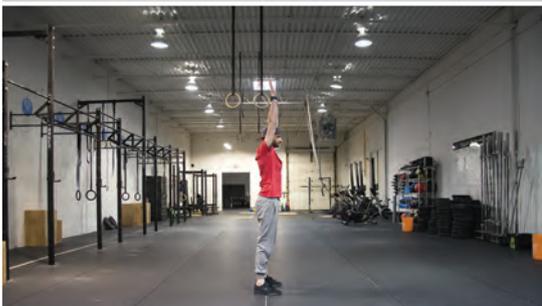
2. Fall forward onto the heels of your palms



3. Push from prone position, palms flat at mid torso



4. Jump feet forward with hands still on floor

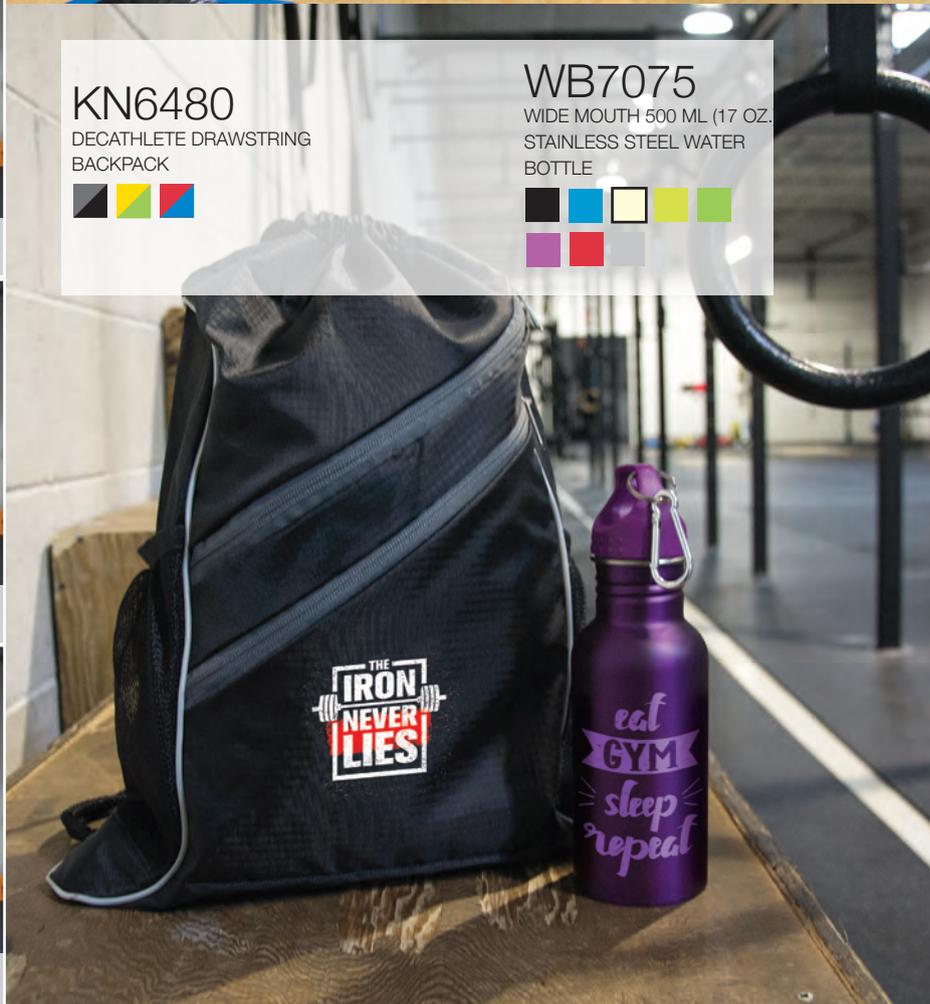


5. Fully extend body and arms straight in the air



NW6342

BACKPACK



KN6480

DECATHLETE DRAWSTRING
BACKPACK



WB7075

WIDE MOUTH 500 ML (17 OZ.)
STAINLESS STEEL WATER
BOTTLE





WB7381
TRITAN 750 ML. (25 OZ.) WATER BOTTLE



“I’m immediately drawn into his world. For me personally, my dream body does not consist of being so ripped I look like you could pop me with a pin.”

over on them. At a CrossFit gym there is your class, with a hand full of participants, working with their own instructor, week after week. This allows the instructor to learn about you and your body, how it moves and performs tasks differently than someone else’s. This also allows them to personalize the fitness program for you.

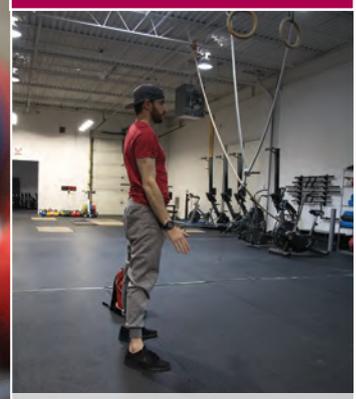
“CrossFit is universally scalable. Meaning no matter what is programmed on the board for that day, the coach has the knowledge to change the workout/movements specifically to the individual’s needs in order to maximize their working capacity and increasing their fitness levels safely and efficiently. The coaches will work with their “members” or “athletes” over time to increase their range of motion from head to toe in order to put them in better positions when they squat, deadlift, handstand, jerk etc.”

So it’s basically like having your own personal trainer...all the time, like a celebrity. How awesome is that?

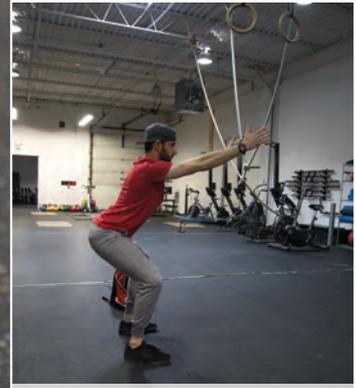
But unlike movie stars, we’re not paid to think about our fitness levels all the time.

“Making healthy choices and being active outside the gym is an integral part of your fitness journey,” Jesse agrees. “You are the one that controls what happens outside of the gym. You can work out for hours in the gym, but if you’re fueling your body with unhealthy food choices and being a couch potato it is sure to slow down your progress. Becoming a healthier individual gives you the

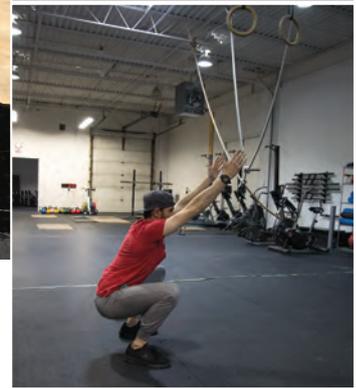
The Squat > Real life relation > Properly getting in/out of chair



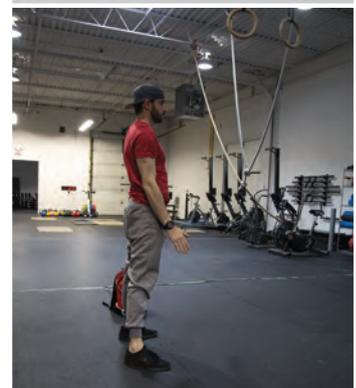
1. Stand upright, feet at shoulder width



2. Lower at hips, back straight, arms out for balance



3. Squat down past the 90 degree mark at your knees



4. Push up with your legs until back to full extension



1. Stand upright, feet at shoulder width



2. Lower at hips, back straight, arms out for balance



3. Squat down past the 90 degree mark at your knees

“Having the biggest muscles does not always mean that you’re a healthy individual. Your fitness is your health,”

WB6434

FITNESS FANATIC 600 ML.
(20 OZ.) SHAKER BOTTLE



G8912

THE 1984 JUMP ROPE



chance to get up and get out more. Hiking, biking, travelling, spending more time with family and friends it's all in the cards. Even if the weather is not too cooperative, you should still find it important to take care of your body and go through a mobility or stretching routine in your bedroom or living room. Having the kids or your loved ones follow along makes it that much more enjoyable. Fitness extends to your family and ultimately creates a healthier lifestyle for everyone. Fitness and health doesn't stay in the gym.”

Sounds ideal. But isn't that the dream that everyone has when signing up at their local cookie cutter gym?

“The atmosphere in a CrossFit box versus a big chain gym is noticeably different. Having been a member at a “globo gym” I can tell you that the experience is very independent. Plug in the headphones, go for the nearest machines or free weights and have at it. Could be half an hour to 3 hours. You never know. Guessing your way through workouts hoping you're going to notice results in a couple months. Unfortunately, it doesn't work that easily. Chances are you'll get bored in a few months and feel like you've wasted your gym membership.

“CrossFit boxes are community driven. We know your name. We ask you how your weekend was, how the kids are doing, when your next vacation is, etc. It's an empowering, positive and magnetic type of energy. You leave your ego at the door and you walk into one big family. From

CrossFit was created by “Coach” Greg Glassman and founded in 2000 by Mr. Glassman and Lauren Jenai. The original CrossFit gym is in Santa Cruz, California. This location quickly grew to 13 affiliates by 2005 and today there are over 13,000 affiliates growing strong and still counting.



Jesse is a certified CrossFit Level 1 trainer, the co-owner of Markham Strength and Conditioning/West Markham CrossFit, as well as a Class A C.P.G.A. golf professional. Located in the city of Markham, MSC has been around since December of 2015 and is growing strong. Jesse got into CrossFit in 2010 after he graduated from a golf program in Niagara, Ontario. He turned professional soon after and teamed up with his current partners who own Vaughan Strength

and Conditioning/CrossFit Vaughan. He started out coaching CrossFit classes as well as focusing on personal training gaining experience and knowledge. Jesse joined the CrossFit community and used the methodology to not only make him a better athlete, but also eventually finding his new passion in helping others achieve their fitness goals.

Receiving his CrossFit Level 1 Trainer certificate that same year, Jesse developed into an exceedingly knowledgeable coach and athlete and has used his ability to transfer the way we move our bodies in sport, to the way we move our bodies in the gym, ultimately leading to making healthier life choices.

Jesse is an energetic, encouraging and enthusiastic coach who loves to watch members achieve their goals through hard work and determination. Whether you're new to CrossFit or new to the MSC/VSC family, Jesse creates a confident, feel good environment for everyone to learn and enjoy.



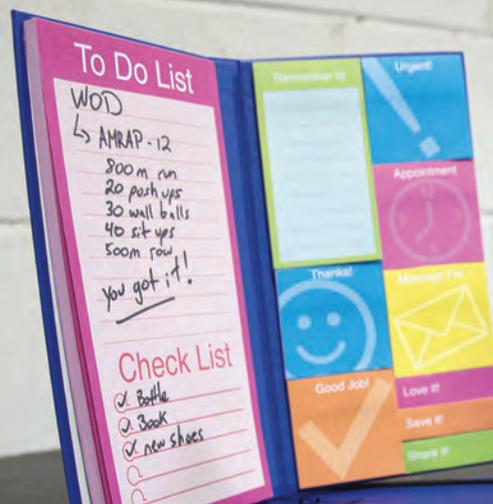
N9699

SO-FIT LARGE SPORTS ARMBAND

CEO's of major companies, heart surgeons, teachers, mechanics, paramedics to students and kids, everyone works out together and goes through the same pain. But that fist bump or the high five at the end of a workout - well, that will change your life. And they did it. Together. It really is a great feeling.”

After all isn't that what life is really all about? A long, ever changing, constantly challenging and empowering journey that is best spent with good people in a great community. And it doesn't hurt to be mentored in that journey by someone who truly believes in what he says.

So sign me up. I want a long life. One where I jump out of bed each morning and into the next big adventure. Watch me paddle my way across a misty river, and hike my way over the hills in the distance. I want the rush of the waterslide, and I want it for rest of my life. That really shouldn't be too much to ask for.



CA9156

MANAGER NOTEBOOK WITH 500 STICKY NOTES

WB7107

500 ML (17OZ.) ALUMINUM WATER BOTTLE WITH CARABINEER



» AVOIDING CHEESEBURGERS ON THE ROAD

They say you should be at the airport at least two hours before your flight leaves, so you skip breakfast. After the long check-in and security lines, you've only got a few minutes to spare before boarding begins. The fastest solution to getting food in your mouth is to grab a ready-made pretzel and wash it down with a soda. Mmm, healthy! You get to your window seat and the legroom is about as non-existent as your luggage will be when you land. The no-frills airline you're using for today's 4-hour journey doesn't have an extensive menu. In fact, the extent of the choice is basically "yes" or "no." Does any of this sound familiar?



By Alex Morin





YM8872

LOTUS BOUND FOLDABLE YOGA MAT



BL8590

22" DUFFLE/SPORTS BAG



If you're like me and have to travel often for business, I'll bet you can appreciate how unbelievably difficult it is to be healthy "on the road." Gas station sandwiches, lounge cheeseburgers, hotel vending machines, cocktails with customers – all surefire ways to increase the waistline. But fear not as I share my personal account of how to stay healthy while traveling.

In my mind, there are three components to staying healthy on the road. The first is nutrition, the second is exercise, and the third is sleep/mental wellbeing.

Eating healthy on the road isn't nearly as difficult as most people claim it to be. Because we're often tied to a fixed schedule while traveling, precision timing is everything. Fast food companies thrive on this reality by making it extremely convenient to grab a bite on the run. But



SB8885

GOLDEN GATE
STRETCH BAND



YM9041

COREGRIP





KN9142
JURA LAPTOP BACKPACK



Health Hack...

Did you know that most hotels have free apples sitting at the check-in counter? I like to grab an apple a day on my way out the door to my rental car. In between meetings, when I get hungry, I've got a healthy snack, ready to go.



while some of the largest (and arguably the least healthy) fast food companies have seen a decline in sales over the last few years, the industry itself is growing. Fortunately, there are healthier options popping-up on a daily basis. Smoothie chains provide a good breakfast option and have ingredients that can be high in protein, fiber, vitamins, minerals, and antioxidants. Just be sure to stay away from varieties that are loaded with sugars and saturated fats – as that would defeat the purpose.

Many of my most productive meetings are often lunch meetings. The more casual approach to business during a lunch meeting lends itself well to more dialogue and healthy brainstorming sessions. But when I visit a city I'm unfamiliar with, I often provide my credit card



CU9253
KNIGHTSBRIDGE WIRELESS
AUDIO RECEIVER



G9071
SKIPFREE MATE DIGITAL
CORDLESS SKIPPING ROPE





WB8999

RIVER EDDY 400 ML. (13.5 OZ.)
WATER FLASK WITH COMPARTMENT



KN9196

ROSSEAU TWO-TONE
KNAPSACK



to a coordinator within the company I'm seeing. That person typically orders lunch for the whole gang. An approach that I've mastered entails asking the coordinator to pick a restaurant or a caterer that has healthy options. I'll ask if they can send me the menu in advance so that I can select something that suits my dietary needs. I can honestly say that since adopting this methodology, I've yet to eat chicken fried chicken at any of these meetings.

Tips for dinner? You bet!! If you're staying-in and working from your suite, hotel room service is excellent at modifying orders. They've heard everything in the book, so don't be shy. I recently asked for my chicken with barbecue sauce to be changed to chicken with pineapple salsa – a much healthier option. Other little tips include dressing on the side, no added salt, water instead of soda, hold the crackers/



WB8579

TRITAN 700 ML. (23.5 OZ.) FRUIT INFUSER
WATER BOTTLE



DA9134

ESGORE 600 ML. (20 OZ.) TRAVEL
TUMBLER





CA9272
COLOURING BOOK



Health Hack...

It's a well-known fact that the body requires the darkness of night, during sleep, to produce the naturally occurring hormone, melatonin. Most hotel rooms have a black out curtain behind the main curtains. Have a second look when you're closing those drapes and make sure that you also close the blackout curtain. Your body will thank you in the morning.

buns – you get the gist!!!! But what about when you're out with customers? Watching a customer devour a bacon cheeseburger and a side of onion rings can be awfully tempting. Especially when they wash it down with a pint of beer. The key for me here is speed. If I can get something into my stomach before the urge to double-up my customer's order occurs, I stand a chance. Edamame beans, pickles, and roasted chick peas – they're all good examples of quick appetizers that'll make you less tempted to order unhealthy food when it comes to the main course.

When it comes to exercise, you don't have to be an Olympic athlete when you're on the road. Taking a short walk to the restroom on an airplane once an hour may well help you avoid DVT (deep vein



CU6577
MYCLOAK RFID CARD SMART
PHONE WALLET



CA9266
MINI COLOURING BOOK
WITH SPIRAL BINDING





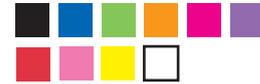
Health Hack...

Bring the CU9253 Knightsbridge wireless receiver with you when you travel. Instead of carrying your phone for music while you work out, you can leave it in your duffel bag and listen to everything through the extremely light-weight Bluetooth receiver. You can even take a phone call or rewind and fast-forward your music. Perfect for the treadmill!!!



SG9001

SANDY BANKS SOFT-TONE
SUNGLASSES



thrombosis), a condition where blood clots form in your veins. And to keep the blood flowing, I like to pack three exercise essentials when I travel: i) hand grips, ii) a resistance band, and iii) a folding yoga mat. If the hotel I'm staying at doesn't have a gym (which is extremely rare), I've got all of the necessary tools to do a quick workout in my room. Try Googling "resistance band exercises." There are literally pages of exercise options, which will allow you to work pretty much any muscle in your body. And the beauty of packing a folding yoga mat is that it fits comfortably in any luggage, be it a carry-on tote bag or your main luggage. Yoga mats have become an essential part of my daily routine. Whether I'm actually doing yoga or simply using the mat do to some stretching or aerobic exercises, I've become a yoga mat addict!



PD9056

WRIST SAUNTER
PEDOMETER WATCH



CU8938

DATAWRISTER USB BRACELET





SG8981
SANDY BANKS 2-TONE SUN-GLASSES



Health Hack...

While drinking copious amounts of alcohol may not be the healthiest choice in the world, there's evidence to suggest that the moderate consumption of red wine can lower cholesterol, provide antioxidants, and control blood sugar levels.



After all that, you'd think that sleeping is the easy part, wouldn't you? As it turns out, I'm not alone in my inability to get a good night's sleep in a hotel room. Fortunately, there are quite a lot of tips that have drastically improved my challenge over the past few years. To begin with, know what temperature you set your home thermostat to. That's important because the body gets used to a constant sleeping temperature. If the thermostat is set too high in your hotel room, you'll wake up sweating. If it's set too low, you'll wake-up with a chill. That quick tip was revolutionary when it was shared with me and has probably provided me hundreds of hours of extra sleep time. Did you know that most hotels use foam pillows? If you're like me and prefer a down filled pillow, simply ask room service and chances are pretty good that they'll have a few handy. Other little tips include turning the blindingly bright LED alarm clock the other way around so that it doesn't emit so much light while sleeping or unplugging the phone just to avoid any errant calls.



YM9289
Exercise Slider



And though it may sound so elementary, stop and smell the roses. Hotels these days are doing a marvelous job of creating green spaces – some of them tiny and others quite massive. If you have three minutes to spare before you have to get in your rental car, sit on a bench and soak-in the view. Creating balance doesn't have to take hours. Often times, you can set your entire mood for the day based on a few quick minutes of appreciating what's around you. See – staying healthy on the road isn't impossible. Changing your mindset, making a few adjustments, and simply making an effort to nourish your body with exercise and healthy food will surely increase your vitality, your productivity, as well as your mental wellbeing – all free of cheeseburgers.

My next article will focus on travel destinations. Although I haven't been to nearly as many places as my luggage has, I've got a few doozies for you...

#StayCozy



CM6990
SOUP-ER SOUP MUG

deboco

WE ARE

NOW

CLEAR & COOL

SG9163
Vizela Crystal
Sunglasses



WE ARE

NOW

HD360°



Tell the whole story with wrap-around imprinting on drinkware. HD360° decoration offers full colour high-definition imprinting at a fraction of the standard cost.



WE ARE

NOW

